



PLANKS GIVEN OF CANDIDATES FOR PRESIDENT

Caron, Matthams, Melanson and
Whitehead Run

VOTE TOMORROW

Biographies and Platforms of
Four Nominees Are
Presented

Montreal, Que., Malden, Eng., Moncton, N.B., and Farnham, Que., will contest next Thursday for the honour of being the birthplace of the President of the Students' Council.

Raymond Caron, Arts '28, Philip Matthams, Arts '28, Paul Melanson, Medicine '28, and Wallace Whitehead, Dentistry '28 are the respective candidates for this, the highest office in the gift of the Student's Society. The following are brief biographies and platforms of each candidate:—

Biography

Raymond Caron—Born September 27, 1906, in Montreal. Schooling at the High School of Montreal. Entered with the class of Arts '28 in September, 1924. Four years with the University Band. Bandmaster 1927-28. Four years on the Intercollegiate gym team twice intercollegiate champions, captain 1926-27. Combined gym team to Annapolis 1926. President Cercle Francais 1927-28. Historical Club. Class hockey.

Platform

I do not consider platforms as desirable, for the promises made therein are seldom kept. If elected I will give myself entirely to the duties of office and will see that the present policy of the Council is continued. Many of the activities coming under the Council could be improved, for instance the Directory, the new book-exchange, the Banjo-Mandolin and Music Clubs, and I will endeavour to do so. Students advisors for Freshmen. I consider might aid in solving the question as to the most desirable activities to be participated in, and incidentally have a bearing on the amendment to the constitution proposed by Mr. Duckworth.

Biography

Philip Matthams, Arts '28—Born 1902 at Malden, England. Educated at the Malden Grammar School. Entered McGill 1924. Arts Representative to the Students' Council 1927. Sports Editor of the Daily 1927-28. Class Graduation Prophet. Intercollegiate Swimming and Water Polo Champions 1925-26-27-28. Faculty Soccer. College Basketball. President Old Scouts' Club S.C.A. Board. Secretary Labour Club League of Nations Club. Historical Club.

Platform

Few there be who have ever fulfilled their platform at student elections. Many are the opinions that are held in different executives and in the supreme executive there must be unanimity on the major issues. A president of the council is not elected to put through his own pet schemes but to impartially preside and give advice at council meetings and on matters that relate to the welfare of the student body.

Yet in the face of these statements there are things which bear directly on the students at large. For some time I have been interested in the

MASONIC CLUB

The McGill University Masonic Club meet for the last time this session at Strathcona Hall at 6:00 o'clock this evening. Supper will be served promptly, as there is considerable business to transact. After supper the Honorary President of the Club, Prof. C. A. Brodie Brockwell, will give a short address on the First Degree in Freemasonry. The new Executive Committee for the ensuing year will be elected this evening, therefore all the members of the club who can conveniently attend this meeting are urged to be present. The meeting should be over by eight o'clock so that one will be able to get back to his studies while the evening is still young.

JEWISH STUDENTS TEA

The Jewish students of McGill, both men and women are invited to attend a tea to be given for them on Sunday, March 18th at 4 o'clock at the Temple House of Temple Emmanuel, by the Brotherhood of the Temple.

Dr. Borevitch, Chairman of the Educational Committee, urges all students to attend this tea, which, he assures them, is of the very informal nature, and at which the students may come to know each other better.

PRESIDENT'S APPEAL

With reference to the coming elections, the Students' Council wish to make a direct appeal to all those concerned, directly or indirectly, to conduct themselves and their campaigns in the closing days of the contest according to the best traditions of McGill University for fair play, honesty, and clean politics. Let there be nothing done in the excitement of the last few hours which will reflect discredit on any man or group in the University.

(Signed) E. M. Casey,
President.

MALADJUSTMENT IS CAUSE OF FAILURE

Vocational Guidance and
Mental Hygiene is Topic

DR. V. V. ANDERSON

Parents Err in Not Allowing
Children to Indulge in
Natural Desires

"People fail in life, not because of lack of intelligence or ability, but failure to use the aptitude they possess," stated Dr. V. V. Anderson in a lecture on "Vocational Guidance and Mental Hygiene of Industry" to a large audience at the Mount Royal Hotel. The lecture is the last of a series sponsored by McGill University and the Canadian National Committee for Mental Hygiene. Dr. Anderson is Director of Medical Research at R. H. Macy and Company, of New York City.

Many failures are due to a faulty personality that fails to adjust itself to the position in question. The great drawback towards treatment of this maladjustment is the individual's lack of seeing himself as he really is. In support of this statement, the speaker related the case of a certain girl, a college graduate, who obtained a position in a department store. Immediately she assumed a domineering air over her associates. When she was promoted this egotistical attitude achieved poor results. Considering herself of superior intelligence, she did not deign to study the plans of the department or work in conjunction with her confederates. The result was that she was soon given the order of the boot.

Certain positions require certain mental and physical traits. The individual must have interest in the work. Vocational guidance should be given in the schools so as to avoid disastrous results.

Mary Jones, a blue-eyed lass of 18, obtained a position in a department store. She became easily depressed. She felt awfully lonely. She was given to mental reveries which made for inefficiency and poor sales. Her case was analysed. She showed an appreciable amount of intelligence and willingness. She was soon placed in a position which suited her temperament. Now she is happy and making a decided success of life.

Sometimes the fault lies with the parents who do not understand the normal development of the child. Dr. Anderson related the peculiar case of a 17 year old high school boy. The lad had an intense desire to go out on heavy dates every night, to smoke and have a wild time, frequently in questionable company. The father sternly forbade him to indulge in any of these but to stay home and study. The boy began to do very poorly in his work. By a fortunate coincidence the father met Dr. Anderson. The result was of the subsequent analysis was a readjustment in the father's viewpoint. He gave his son permission to indulge in his desires. The result was that he lost his aptitude for excessive pleasure-seeking and now sits at home smoking his pipe at his father's side and doing excellently in his school work.

For several years, Dr. Anderson was in charge of the Child Guidance Clinics established in various parts of America by the Commonwealth fund. He was therefore well equipped to link up the general subject of the Mental Hygiene of Childhood with the Mental Hygiene of Industry.

ERRATUM

With reference to an account of a speech concerning the forthcoming election made at the Medical Society on Monday, and reported in the McGill Daily last Tuesday, we wish to state that it was erroneous, in general and detail.

MARCO POLO AND JENGHIS KHAN, TOPICS

Alastair Watt and John Marler Deliver
Papers

HISTORICAL CLUB

Greatest Warrior of All Time
Displayed Hunnish
Crucity

"Jenghis Khan" and "Marco Polo" were the subjects of two papers delivered at the meeting of the Historical Club, held at the home of Ray Caron last evening. John de M. Marler spoke on Jenghis Khan, while Alastair Watt dealt with Marco Polo. An informal discussion followed the reading of the papers.

John Marler read the first paper. Jenghis Khan was born in the year 1162 A.D. on the banks of the river Buon. His father was Khan of the Great Mongols. He succeeded his father as Khan of the tribe when only 13 years of age. From the outset, he was called upon to overcome great difficulties. He was surrounded by foes on all sides and even some of his own tribesmen deserted him. Despite these difficulties he began a career of conquest which did not end until his empire stretched throughout the whole breadth of Asia.

He gradually won followers to his cause, until, at the age of thirty, he had at his command 100,000 tents. Jenghis and Prester John formed an alliance about this time, and their combined forces met and overcame a huge Tartar army. However, this alliance was soon broken off. Jenghis Khan losing his first battle. In a second engagement, the decision was reversed and as a result, Prester John was put to death.

Jenghis, though he slew all the members of the ruling families in the states which he conquered, proved an indulgent ruler as far as the masses were concerned. About this time, Jenghis was given the title of Jenghis Kha Khan, the Greatest of Rulers. He experienced considerable difficulty in subduing Cathay. He next began diplomatic relations with the Shah of the Khwarshman Empire.

Soon war arose between Jenghis and the Shah. During the expedition against the Shah, Jenghis' men showed themselves capable of enduring

(Continued on page four.)

McGILL MEETS SUN LIFE IN BASKETBALL

Championship Game this Saturday at Y.M.H.A. Gym

Featuring this week-end's basketball is the clash between McGill, winners of Section "A" and Sun Life, champions of Section "B" who meet on the Y.M.H.A. floor for the intermediate basketball championship of the city. As a curtain-raiser to the titular tilt, Y.M.H.A. and Engineers meet in the final Junior "A" scheduled game.

Sun Life will be in their first championship play-off since entering the City League three years ago, and the Dominion Square club is making a big effort to take their first tilt. With a string of ten victories in their schedule with no defeats, the masonic players feel that they have equally as strong a team as that which were declared winners of the "A" group.

The Assurance aggregation ran up a record number of points against their opponents with 524 points for, and 175 against. Cullen, Gibson and Merritt appear as the best trio of forwards in intermediate company and on these three will the Assurance followers pin their hopes for a victory.

McGill, while only admitting defeat once in their schedule of games, are nevertheless a well-balanced squad with height giving them a big advantage over the masonic players. Wykes, Church and Feigenbaum are a trio of players who will need a lot of watching.

Y.M.H.A. followers have considerable interest in Saturday's title clash. The St. Urban street players will root for a college win, which will give them a chance to meet Sun Life next week for the right to represent Montreal in the Eastern Canada eliminations. Should Sun Life win Saturday's game they will go on the next play-down.

VOTE TOMORROW

The following are the nominations for the various positions.
President of the Students' Council: Raymond Caron, Phillip Matthams, H. Paul Melanson and Wallace I. Whitehead.

President of the Union: Fred E. Weldon (acclamation). Vice-President of the Union, George Brown, William Consiglio; Secretary of the Union, Eric G. Adams, Eric R. Jacobsen and Willis Wright.

President of the McGill Debating Union: Bernard Alexander and Alan McNaughton; Vice-President of the Debating Union, J. Alex Edmonson, (acclamation).

President of the Musical Association, Bram Rose, R. de Wolfe MacKay and Gerald Pickleman.

Student representatives on the Athletic Board: Stanley Quackenbush, S. Boyd Millen, and Fred W. Hamilton, Cheer Leader; C. E. Parrish and John Pratt.

LIBRARY SCHOOL BACK FROM U.S.

Visited N.Y. Libraries and
Publishing Houses

FULL SCHEDULE

Modern Book Production and
Distribution Seen at First
Hand

The students of the McGill University Library School have returned to their own quarters in the basement of the Redpath Library after a week's tour of inspection of libraries, museums, and publishing plants in New York City and in New Jersey.

The trip, which is a required part of the course, was planned in such a way as to include libraries of all types to reinforce the principles and practices of library management, equipment, and construction taught in the School, to give the students an idea of book production and book distribution on a large scale, and to introduce them to some of the most energetic and successful members of their profession.

The students, who were under the charge of Dr. G. R. Lomer, Director of the School, and Mrs. Mary Duncan Carter, Assistant Professor of Library Administration, were divided into groups for reporting on various phases of the institutions visited and these reports will be presented and co-ordinated during the various class periods this week. Library architecture and equipment, methods of cataloguing, book selection, children's work, special libraries, library extension, and museum work were all features of the visits and subjects of reports. For weeks before the trip the students had been preparing themselves. They had a background of professional training. The principles they had been taught they were now to see in actual operation, and they made the most of their opportunities. The schedule planned was a very close and comprehensive one and the greatest difficulty those in charge of the trip experienced was in dragging interested students away from one department or institution to another.

The whole School is enthusiastic about the hospitable welcome accorded to them by American librarians and library school students. The whole School was cordially received everywhere and the students and staff were the guests at teas in their honour at Pratt Institute in Brooklyn, the Grolier Club, and Columbia University Library School in New York and Messrs. Doubleday, Doran and Company at Garden City. Luncheons were arranged for them by H. W. Wilson Company in New York and by the Atlantic County Library near Atlantic City, where the students attended the 32nd Annual Convention of the Pennsylvania Library Club, the New Jersey Library Association, and the Bibliographical Society of America.

On their return journey to Montreal the students arranged individual visits to the libraries in Philadelphia, Washington, New Haven, and Boston.

MACCABAEAN STUDY GROUP

The final meeting for this session of the Maccabean Circle Study Group will take place at the Temple House of Temple Emmanuel, on Sunday, March 18th, at 8:30 p.m. The subject which is "Yiddish Literature" will be introduced by David Lewis, and Executive hope that many will attend and take the opportunity to discuss this topic about which little is known by students.

FRENCH WILL RULE EASTERN CANADA SOON

Will Control Region From James Bay
to Bay of Fundy

HIGH BIRTH CONTROL

C. H. Young Presents Paper
to Sociological Society
Last Night

That the French Canadian will eventually control all the territory from James Bay to the Bay of Fundy," stated C. H. Young, last night at a meeting of the Sociological Society held in the Arts Building. C. H. Young spoke on "The population expansion of French Canadians in Canada," the same subject as he is writing his thesis on. The speaker analysed his subject according to four patterns, namely the general pattern, the seasonal migration of labor pattern, the rural to urban pattern and the colonization pattern.

C. H. Young began his address by tracing the early history of the French Canadians from the time of the arrival of Jacques Cartier to the present time. In 1605 and 1608 definite settlements were established at Port Royal and Quebec and in 1607 Louis Hebert was the first Frenchman to cultivate the soil. Some years later Talbot organized a system of colonization that caused many Frenchmen to settle in Canada. Accordingly between five and nine thousand people emigrated from France to form the nucleus of the present population. At the time of the British conquest of Canada the population had increased to about 50,000. Now it is about 1,300,000 in the Province of Quebec alone.

In the Eastern Townships the French people have been gradually but surely driving out the English. At the present time the population of Eastern Townships is 260,000 of which about 200,000 are French. In the Ottawa Valley the French Canadians have been increasing rather rapidly. The statistics of the Province of Ontario for 1921 showed that French people compared 4 per cent. of the population whereas today they compare 8 per cent. In Canada there is a nation in a nation extending from the Clay Belt in Northern Ontario to the Maritime provinces.

In discussing the general pattern C.

(Continued on page four.)

FAMOUS MUSICIAN TO GIVE RECITAL

Mrs. Hobbs to Speak on English Folk Songs

Among the various activities that have been sponsored or supported by the McGill Musical Association, the executive of the society feel that none are more deserving of support by the faculty and the student body than the appearance of Mrs. Mary Elliott Hobbs, M.B.E., famous musician and exponent of the folk song, who will give a lecture-recital on English Folk Songs and Ballads tomorrow at 5 o'clock. The place to be announced in tomorrow's Daily. Mrs. Hobbs has been made available for McGill through the generosity of the National Council of Education under whose auspices she is touring the Dominion.

Mrs. Hobbs has been a conspicuous figure in rural movements of Great Britain and is a musician of some note having received her training as a pianist under Bernard Steinhagen, the famous pupil of Liszt, and also in conjunction with Cecil Sharp who is world famed for his work in connection with the revival and interpretation of English folk songs and dances. She has made an enviable name for herself in this sphere of activity. She is an authority on the subject and since the death of Cecil Sharp, she has carried on his work. She comes highly recommended, no less an authority than Gilbert Murray stating that she is well qualified for the task which she has undertaken.

The executive of the Musical Association also feel that few students can afford to miss this opportunity. The policy of the Association which was adopted this year, was the best of music at the lowest prices for the student body and it is announced that admission to this lecture will be free. At time of writing due to an unavoidable delay, the place of appearance was not definitely available but as stated elsewhere will be announced in tomorrow's

Economists to Elect Officers For Their Club

The members of the Political Economy Club will elect their officers for the session of 1928-29 at their last meeting of the present term which takes place today at one o'clock in Room 44 of the Arts Building.

The offices to be filled are those of President, Vice-President, Secretary and Treasurer. According to the constitution, the President and Vice-president must be chosen from the junior year and the Secretary and Treasurer from the second year. Candidates for office must be taking the full honor course in both Economics and Political Science.

All students taking a course in either economics or political science are eligible to vote for the choice of these officers. The executive ask all eligible voters and members of the club to attend the meeting.

DRAMA ACHIEVES DISTINCT SUCCESS

Beaux Stratagem Produced by
English Department

IN MOYSE HALL

Players Give Finished Performance on Second Night
—Colorful Costumes

The second performance of "Beaux Stratagem" as staged at Moyse Hall last night before a capacity audience that enthusiastically applauded the splendid efforts of the performers. Great credit is due the English department, under the direction of Dr. MacMillan, for producing a play worthy of a professional company at its best. All the rough edges of the first night's performances had been smoothed out and a smooth performance was the result.

Edward Fitz Randolph, late Red and White Revue star, gave a skilful portrayal of the role of the luncheon. His performance was a finished one.

Jacques Herdt as Archer and Meredith Glasco as Almewell, two gentlemen of broken fortunes, drew hearty applause from the audience who enjoyed their polished efforts. Willie Statistoff as Scrubb, the servant, valet, scavenger, beer-drinker and what-not of the Sullen family threw the audience into hysterics whenever he thrust his nose on the stage. Sullen, as the vile villain, created a good impression.

Isobel Hasley, as Sullen's brow-beaten wife, gave the most finished performance among the women. Her natural acting was greatly admired by the audience and was duly applauded. Charlie Goldstein, as the Roman Catholic father, occasioned great hilarity with his anonymous accent.

The rest of the actors, William Elliot, Noel Oxley, Ann Fogg, Eleanor Brooks, and Jeanette Marcovitz, were excellent, and were highly appreciated by the audience.

The costumes were remarkably appropriate and lent a romantic touch to the play. The lighting was very colorful, the scenery was appropriate and all were perfectly adapted to the time of the play. It was written by George Farquhar, in 1707, during the Restoration period. The author shows a marked skill in character delineation. It is a comedy of manners worthy of the great Moliere himself.

The final performance will take place tonight.

What's On

TODAY

1.00—Economics Election.
8.00—Operatic and Choral Society.
8.15—Beaux Stratagem.

COMING

March 15th
Council elections.
March 16th
Alma Mater Dance.
March 22nd
Arts '28 Dinner.
March 24th
Indoor Track Meet.

Daily. Either the Union Ballroom or the R.V.C. Convocation hall will be available.

Mrs. Hobbs wishes it to be distinctly understood that on the subject, she comes rather as a musician than a lecturer.

GOOD FUTURE FOR AVIATION IN DOMINION

Canada Should Have Airway Across
Country Soon

AIRMAIL SERVICE

Mr. Wilson, of Ottawa, Addresses Commercial Society and Aeroplane Club

"As public opinion matures and if support is forthcoming as the routes develop, there is no reason to believe that Canada will not have a transcontinental airway coming into existence within a few years," declared Mr. J. A. Wilson, Controller of Civil Aviation at Ottawa, during the course of an address which he delivered yesterday at a luncheon of the Commercial Society and the Light Aeroplane Club in the Tea room of the Union.

Aviation, stated the speaker, was interesting to the rising generation and we must look to them for the advances that will no doubt be made. The older folk entertain a kind of fear in leaving Mother Earth which gives the younger people a sort of handicap which enables them to overcome the fear of soaring above the earth in aircraft of one kind or another.

Pre-war aviation was experimental and scientific rather than commercial or military. The development during the war was very great but it had no bearing on commercial transport. In this development, cost and efficiency, the two important factors in commercial aviation, were no obstacles. Therefore it was necessary to go back to the beginning so that civil aviation is barely ten years old. "But it is a fairly lusty youngster," declared the speaker. The Canadian development was somewhat different from that of other countries and did not follow other countries in mail passenger and express service.

The foremost surveyor, the geologist were all looking for better means of transportation and aircraft offered an immediate solution to their problems. Thus Canada had a distinctive aviation development. The development in other countries was straight along the lines of transportation. Our development was special but useful. As a result, after nine years \$8,000,000 have been spent on civil aviation. No country has had more value for the money

(Continued on page three.)

LOYOLA WILL MEET U. OF T. IN HOCKEY

Intermediate Intercollegiate
Hockey Title at Stake

Loyola's intermediate intercollegiate hockey aggregation, after defeating Bishop's for the provincial title, and R.M.C. of Kingston for the eastern Canada title, are now prepared to meet Toronto Varsity, the winners of the western section for Dominion honors.

The two clubs in question have mutually decided to play a sudden-death game, and the time has been set for 8:30 o'clock this evening at Mount Royal Arena.

This will be Loyola's second entry into intercollegiate sports finals within the last five months, the first occasion being the Loyola-Western University rugby tilt last November for the intermediate intercollegiate rugby championship of the Dominion. In view of the fact that the Notre Dame de Grace boys were unsuccessful in clinching the rugby title, it is certain that they will make a strong bid to secure the hockey title.

The Loyola News, in forecasting the probabilities of tonight's game, states that the Maroon sextette will be in fine condition for the game, as the two weeks' enforced rest has given McAlister and Savard, two star players who were injured in the R.M.C. game, time to get back into shape. It was also stated that Varsity may be relied upon to place a strong team on the ice and to live up to Toronto's reputation of being the home of sensational hockey. It will be remembered that the last time Loyola travelled to Toronto in quest of Dominion hockey honors, one of the strongest teams the college has ever produced were literally swamped by the far famed Toronto Canoe Club, who had such players on their lineup as Worters, Conacher, Burch and other equally well-known stars.

McGill Daily

THE OLDEST COLLEGE DAILY IN CANADA

Published every week-day during the academic year at 325 Sherbrooke Street West. Telephone Lancaster 7141, after 10 p.m., Lancaster 7380.

CHARLES H. DAVES, EDITOR-IN-CHIEF
J. GORDON NELLES, MANAGING EDITOR
JAMES P. MANION, NEWS EDITOR
PHILIP MATTHEWS, SPORTS EDITOR
GILBERT H. FLETCHER, ADVERTISING MANAGER
MADELEINE GIRVAN, WOMEN'S EDITOR

ASSOCIATE EDITORS

George Brown, '29, C. M. MacLeod, '29,
K. H. Brown, '29, R. K. Martin, '30,
J. C. Carroll, '29, C. H. Peters, '28,
E. S. Fay, '29, J. R. Paterson, '29,
Hyaline Lambert, '30, L. S. B. Shapiro, '29,
Norah Longworth, '29, J. S. Smit, '28.

Hyman Shapiro,

IN CHARGE OF THIS ISSUE

G. Hunter, J. Cohen, L. J. Quinn.

MONTREAL, WEDNESDAY, MARCH 14, 1928.

HOW SHOULD WE ADVERTISE?

A recent class debate the question of advertising was discussed, and an advertisement for McGill written in the conventional business style by Mr. Abraham Edel was read out, much to the amusement of the class. Mr. Edel hit the flashy style perfectly and his satire was much appreciated.

Some people have no time for advertising. As carried on today, they affirm that it is generally an attempt to convey false notions of products and commodities—to deceive the public into thinking that a certain article is better than it really is.

The answer of advertisers is that advertising is as old as time, and that the public cannot come to know about a commodity unless that commodity is advertised. Lack of advertisement would entail undue modesty, and would prevent the general public taking advantage of any business produce.

The two arguments can both be justified, but they are based on different foundations. Advertising in a truthful way should not be considered objectionable, except when it becomes too blatant, and creates problems in the way of disfiguring the landscape. The richest firms would advertise the most, as a general rule, but this is a rule of competition.

Do we need to advertise? Everyone should know what a university is and should have a general conception of higher learning. And as each university has a separate district, there should be no competition.

But a very large and prominent university in the United States makes a practice of sending prospectuses broadcast over the continent, and attracting many students who might do just as well at other universities. This puts a university on a par with an industrial concern, and to some extent in competition with other universities all of whom are supposed to be co-operating for the good of the nation. The only possible argument in favor of advertising a university beyond its bounds can be used only by a university offering uncommon or unique courses.

Should universities therefore refrain from soliciting students in the territory of another university? It may certainly happen that a certain department or faculty in one university is considered to be superior to that of another. Though it would be out of the question for a university to boast, would it be in order to distribute prospectuses including the names of those on the staff, thus leaving the public to draw their own conclusions?

We do not think so. The universities—particularly of Canada—are shining examples of successful institutions not stimulated by business competition. If a McGill man would profit by study in a better equipped department of another university, the authorities here would advise him to go to that university, and a kindred feeling exists in all of Canada's universities. Advertising, as introducing the element of competition, we would consider a downward step. Among well-informed people, the respective merits of the universities are known.

When it comes to advertising for more students, we think this again is erroneous. A student should come to college of his own inclination, because his learning must become his profession at least for the time being. There are too many students in college here as a matter of course.

For ordinary occupations a college training is not essential. It comes in useful for certain well-defined positions, being of value in "white-collar" jobs particularly. "White-collar" jobs are among the most popular, because they suggest a comfortable and easy life, but indiscriminate advertising would simply bring to college a large number of young people who have no aptitude for the work, who are not students by nature, and who would become failures in any of the professions which require university training.

The universities already complain of overcrowding, of having to push through too many undesirable students. And as no young person having the conviction that he is adapted and has a thirst for higher learning could remain ignorant of a university and its mission, we see no reason why a university should need to advertise its "wares". If those fitted for the university do not find their way there, it is not because of lack of publicity.

GIVING MONEY AWAY

D. R. PROCTOR, at a banquet on Monday expressed regret that although millions of dollars could be spent on armies and navies, governments could not see their way clear to give any appreciable sum towards such beneficial activities as cancer research work.

Almost every citizen is taxed. He pays to the municipality, and receives certain benefits in return. He pays to the state and expects to receive certain less definite benefits. He expects national protection and gets it; that is why so many millions of tax money is spent on armies and navies.

But the fight against disease is every bit as important, because disease prematurely kills many more people than war, and often beats war at its own game during war time. The terrors of disease are not represented to us as vividly as the terrors of war.

When a murder is committed the community gasps with fear, and many consider war as a gigantic murder wave. But disease can take its toll, people can become worried, but as a general rule they attend the funeral of a beloved cancer victim, and after sighing at the sadness of an untimely death, attribute it to some sort of providence, and leave it at that.

Money cannot of itself relieve the condition of disease. But medical men firmly believe that with more funds a much more efficient campaign could be carried on. And they have conclusive proof for their argument. Aside from incentive to work, the need for the best equipped laboratories is great.

Individuals (with plenty of money) are sometimes as liable as the government to give away money unwisely. Private contributions to the battle against disease would help a great deal. Often social service work is overlooked and many of our settlements have to be content with inadequate accommodation because influential contributors overlook them in the disposal of funds to charity.

Canada does not spend very much on national defence, as we know. Much of the money is well-spent in other channels, and industrial research is at present coming in for a good deal of attention, because business interests are behind it. Should not the war against disease be given equal attention? Business profits an industrial expansion are important but what are they compared to life?

In the matter of individual charity work, philanthropists would do well to question the conventional ways of giving money away. Plenty of gigantic financial drives are staged and budgets over-subscribed, while less self-assertive organizations have a hard struggle to keep alive and do their work well.

And may we specially suggest that medical research carried on as it is entirely in the interests of the public, should not be overlooked, either by the government or by individuals.

CONDENSED COMMENT

CONCERNING PLATFORMS

The platforms presented to the student body by the various candidates for the presidency of the Students' Council reflect their general attitude towards student affairs, and their constructive plans.

As they would admit, the pursuance of their objectives depends largely on the Students' Council, for although a president has a large amount of power, the council does the final voting.

We hope that the student body will give each platform due consideration, however, but not under the assumption that "the platform is the man."

The Book=shelf

FREEDOM OF PRESS IN JAPAN

But Author of Book on Japanese Press Claims Government "Inspires" Much News

SOCIAL CURRENTS IN JAPAN. With Special Reference to Newspapers. By Harry Emerson Wildes. Toronto, The Macmillan Co. of Canada Ltd., 391 pp. \$3.50.

(Review by Prof. W. W. Goforth, Dept. of Economics)

Mr. Wildes has depicted with considerable success the underlying currents of public opinion in Japan as revealed in the press. Thoroughly documented with representative statements from both native and foreign newspapers this book forms an intimate and interesting study of the rapid changes wrought in the journalistic side of Japanese life.

While considerable progress seems to have been made towards securing the freedom of the press, Mr. Wildes demonstrates that the shackles of official censorship and "influence" have not yet been completely abolished. Communism is still confused with legitimate trade unionism, and pacifism with socialism. Few independent journals exist. He shows convincingly that many misconceptions of Japanese life and social movements have gained currency abroad, because of the limitations placed upon such news services as Reuters' and the Associated Press by the official Japanese agencies.

"Inspired" News

These services depend almost wholly upon the support and sympathetic co-operation of government departments, which not only insist upon "clarifying and filtering" the news entering Japan, but seek to "inspire" outgoing news, of a type designed to "present the best side of Japan to foreign eyes".

With the freedom of the press which we have enjoyed for a century and a half, in British communities, except in time of war, it is difficult to appreciate the restrictions in such a leading modern state as Japan. On the other hand the very rapidity of Japan's transformation, social, industrial and political, has naturally made her governing authorities fearful lest influences, destructive of essential unity and homogeneity of national thought, may creep in through an uncontrolled public press. Mr. Wildes has tackled an original and striking phase of Japan's renaissance in a manner which makes his book a worthwhile contribution to the growing literature on the Land of the Rising Sun.

With American College Editors

STUDENT RELIGION

"Editor" Says Students Are Not Godless

"In so far as the younger generation refuses to bow blindly to authority, they are living spiritual lives of their own. They are not godless; indeed, I think that they are nearer the truth about religion than we are." Such were the words of President Clarence Little of the University of Michigan in the closing address of the "State of Religion Among College Men" conference just ended at Princeton. Fifty-eight college presidents and other officials from eighty-one universities and seventeen preparatory schools attended the meetings.

President Little's rather free definition of spiritual life seems to stretch a point to encompass the younger generation in the religious fold much as President Williams of Oberlin had done previously in the conference. The head of the Ohio institution, speaking at the opening meeting Friday evening, declared that of a thousand undergraduates, a hundred might be said to be religiously minded, eight hundred not much concerned about religion, and the remainder actively opposed to it. Nevertheless he asserted confidence in their idealism because of their "prevailing unselfish desire to do things worth while, and to improve conditions on the campus."

It is refreshing that a group of leading educators, many of them from theological schools, should express publicly so liberal an attitude toward the religion of the generation, and should see some merit in one which, though shorn of the externals, yet retains the essentials of the old religion perhaps more tenaciously. It is not quite so refreshing, however, to note that many of the delegates advocated universal undergraduate religious life in the hands of the administration as the chief force encouraging spiritual

Argentine Story Reveals Tangles of Cupid's Skein

BLACK VALLEY. A story of the Argentine. By Hugo Wast. Toronto, Longmans, Green and Co. \$2.50.

(Review by John Smit)

THIS literature of no one country can be complete in itself, and the "heaven" of foreign books among the reading matter of our own tongue may well be a rich contribution to its inspiration and enjoyment. Such a contribution is Hugo Wast's *Black Valley*, a book dealing with Argentine life, which won for its author the Royal Spanish Academy prize. It is a romance of the Argentine, which, however, does away with the traditional happy ending, and does away with it very well. The story is one where the hero is not so much of a hero after all, but whose handsome and weak face calls forth the deepest springs of love and suffering in the hearts of two girls. The story of the silent battle between these two girls, who have scarcely ever seen each other, for his love, amid the tangles of an old family feud constitute the story. It is a splendid picture of the heights and depths of which human nature is capable.

One always feels a little suspicious of translations and has an uneasy feeling that, perhaps, the original painted the picture in somewhat finer tones. The translation Herman and Miriam Haspel have made is a good and really adequate one, though there are evidences that it is a translation. The simple style they have employed lacks nothing in smoothness however and adds considerable force to the dramatic moments in which the book abounds.

Drama of Love

The men of the book are with one exception not very admirable characters. Gracian, the boy around whom the story centres lacks the essential qualities that go to make a real man, and it is his weakness that wrecks the life of the two girls who fall sincerely and passionately in love with him. The author has drawn the characterization of Mirra, one of the finest and most admirable people of the book with a master's hand. Mirra's love for Gracian never falters even to the point where she must plead with him to leave her and return to the third person in the picture, Victoria, daughter of the hereditary enemy of Gracian's folk. Victoria also falls desperately in love with Gracian, and sacrifices everything to try and hold him. It is in her desperate need, with honor depending on the return of Gracian that she turns to Mirra, who makes the supreme sacrifice of her life in forcing him to return, against both her own and his inclinations, to Victoria.

The story of Gracian and his failings, however, is not the whole of the book. The background of the story is that of other lives and other loves. The most poignant character is that of Flavia, aunt of Mirra, who is forced to live within a few miles of a daughter whom she has not seen since birth and who has grown up in ignorance of the identity of her mother, and her subsequent attempts to establish her daughter's position in life by a union with Gracian, provide the key to the tangle of circumstances which forms the plot of the book.

As a picture of Argentine and of the primitive peoples and passions of the country the book is well worth reading. More important still to most people, as a thoroughly enjoyable story it can be strongly recommended.

New Edition of Italian Romance

AMONG the publishers of world classics at popular prices The Modern Library possibly stands foremost in its selection of texts and the attractiveness of its publications. A number of the titles which it is bringing out this spring at its regular price of one dollar per copy are works by well-known contemporary authors. H. M. Tomlinson is represented by his "The Sea and the Jungle," Eugene O'Neill by "The Emperor Jones" and

belief. His influence, it was believed, is exerted through chapel services and courses in theology. Dr. Henry Sloane Coffin emphasizing the necessary responsibility of colleges, in disseminating true religion. Many colleges refuse to accept that responsibility, and many that do accept find it an unsatisfactory means of guiding student morality.

Naturally, the conference accomplished nothing definite, but the representation was sufficiently large and famous that it should be delegated "the most important conference on religion ever held in the United States."

—Cornell Daily Sun

HARD WORK IS KEY TO SUCCESS

Well-known Leader in Advertising Considers College Courses in Subject of Little Value

MY LIFE IN ADVERTISING. By Claude C. Hopkins. New York, Harper and Brothers. 206 pp. \$3.

LIKE the life of Disraeli this is another story of a man who rose from poverty to wealth. The former scaled the highest political heights; the latter attained the summit in business. It is interesting and significant to see how similar qualities made outstanding successes of two widely different careers.

The story of Claude C. Hopkins is the story of a pioneer who has been in no small measure responsible for the growth and trend of advertising on this continent. It was he who organized the advertising campaigns which placed such well-known products before the public as Palmolive Soap, Puffed Grains, and Quaker Oats and Peppermint toothpaste. His object in writing the book was solely, he points out in the preface, to give the benefit of his experience in advertising to others who hope to follow in his footsteps. His record, however, is not only valuable for this reason but also for the fact that it stands as a work wherein a man may find the essentials of success in any line of business clearly illustrated and explained.

Immediate Task Paramount

The fundamental quality underlying Mr. Hopkins' success was, like that of Disraeli, the ability to submerge all other interests in the accomplishment of the most important task in hand. No conscious ambition motivated Hopkins as in Disraeli's case. Merely persistent application to achieve success not for any glamor that it might hold but for the satisfaction of seeing a job well done.

"Safety first" Hopkins says, "has been my guiding star". This, and the fact that in his advertising appeals he never forgot the outlook of the common people, as distinguished from the very wealthy, who form 95% of the customers of manufacturers, resulted in millions of dollars in profits for his clients. In his opinion a college education is of little value to a man who ever hopes to arouse the interest in people that prompts them to make purchases on a large scale.

"How can a college professor," he says, "who has lived his life in an educational cloister be fitted to teach advertising or practical business?"

Many American colleges have courses in advertising which he believes are a waste of time. To sell to people one must know people and that cannot be learned in colleges or courses.

"Work For The Fun Of It" Apart from the theme of "work for the fun of it", the intimate details of the planning and flowering of great advertising schemes which the book holds makes it eminently interesting. It is doubtful if any convocation address however, has ever given more sound advice to students seeking wealth and happiness in life than that of Claude C. Hopkins contained in the following paragraph.

"So the love of work can be cultivated just like the love of play. The terms are interchangeable. What others call work I call play and vice versa. We do what we like best. If that is chasing a polo ball, one will probably excel at that. If it means check-mating competitors, or getting a home run in something worth while, he will excel in that. So it means a great deal when a young man can come to regard his life work as the most fascinating game he knows. And it should be. The applause of athletics dies in a moment. The applause of success gives one cheer to the grave."

J. G. N.

"The Straw", Theodore Dreiser by "Twelve Men" and James Joyce by "Portrait of the Artist as a Young Man."

One of the most recent of The Modern Library's classical texts is that of Merckowski's "The Romance of Leonardo Da Vinci", which is now available in a green, limp leather, gold stamped edition. The life of Leonardo Da Vinci, famous for the color and pomp of the times in which he lived as well as for the personal story, receives added glamor and accurate recreation at the hands of Merckowski. Da Vinci's biography is probably one of the most fascinating stories of a human life that history holds. The story of Da Vinci, the painter of the immortal "Mona Lisa", takes the reader behind the scenes in those glittering intrigues that centred about the court of Milan and other equally vain-glorious kingdoms and duchies which formed the breath of Italian life, at the height of the Renaissance.

TURRET MILD VIRGINIA CIGARETTES

20 FOR 25¢

Save the Valuable "Poker Hands"



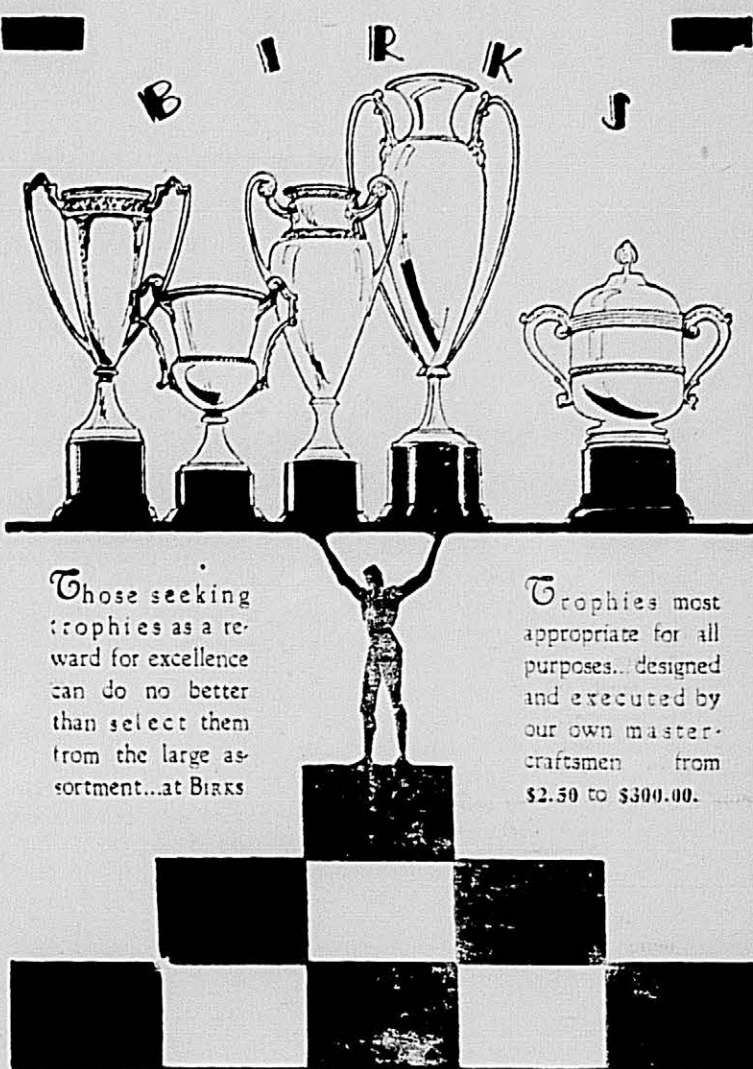
"Black Valley"

BY HUGO WAST.

and all other books reviewed on this page can be obtained at

The Montreal Book Room, Limited

1455 McGill College Avenue



Those seeking trophies as a reward for excellence can do no better than select them from the large assortment...at Birks

Trophies most appropriate for all purposes...designed and executed by our own master-craftsmen from \$2.50 to \$300.00.

DIAMOND MERCHANTS

PHILLIPS SQUARE

RITZ-CARLTON

EMPIRE ROOM

Dance to the Music of the Famous Ritz-Carlton

MELODY KINGS

Canada's Premier Dance Orchestra Dancing 10 p.m. until closing
For Reservations, Telephone UP. 7130
Tea Dances Every Saturday in the Ball Room Supper Dance in the Ball Room
430 to 515 p.m. Dancing 10 p.m. until closing

ELECTIONS

will be held in the

McGill Union

Thur., March 15th, 1928

From

9 a.m. to 6 p.m.

Semi-Annual Meeting of the Students' Society March 21st.

MEDIEVAL SCIENCE WAS INFLUENTIAL IN ART

So Says Speaker in Lecture at Toronto

"The artist taught the scientist to draw, hence the scientist saw he had to make closer observations," said Professor Coventry, with reference to Leonardo da Vinci in his lecture on Medieval Science in Convocation Hall Toronto, recently. The Revival of Learning received its inspiration in Greece, and da Vinci, believing nature, as a field for possible inspiration had been neglected, and finding it here, recorded it with great accuracy.

Dealing with science, chiefly from the biological standpoint, Professor Coventry gave a short account of the ancient writers on scientific subjects. Hippocrates and his followers had established a canon of medical method which holds to this day. Aristotle who created the science of biology, was the personal culmination of Greek knowledge. Following Aristotle, Plato left his mark by being responsible for a scientific stagnation in Greece. His philosophy in conjunction with Christian teaching tended to prevent interest in the material world.

Pliny the Elder, a highly educated Roman, who met his death by venturing too near Vesuvius, wrote extensively, but had no scientific training. In the results of his experiments one cannot separate the true from the false. Nevertheless he was an important source for the scientific knowledge of the Middle Ages. The writings of Galen, who was by profession a practicing doctor, covered a large field— anatomy, physiology, medicine. A scientist of high order, he also had a comprehensive knowledge of his predecessors. Magic in herbs and stones were a feature of his writings as it was in those of Pliny and Aristotle.

After Galen, Europe passed into a period of complete reliance on the knowledge of the past, due mainly to the growth of Christianity. There was an attitude of mind which brought about a withdrawal from observation and the relative unimportance of the material world was not conducive to scientific progress. From time to time the works of Aristotle, Pliny and other writers were copied, but many errors were introduced and selections taken from them were usually more wonderful than scientific. Throughout this period the monasteries were the real repositories of knowledge and the sole channel of knowledge.

This attitude of a fixed reliance on the authority of the past continued till about the thirteenth century when there began to be a noticeable revival of a humanistic and rational outlook its source being the stores in the monasteries and the importation from the east of documents preserved by Oriental scholars. Among the most important writers and observers of this time were Alfred the Great, who besides summing up the knowledge of his time, indicated clearly the gaps in that knowledge and Roger Bacon, who definitely indicated the scientific method of observation.

Professor Coventry showed a very interesting series of plates indicating the changes in illustrative drawings ranging from the realistic type of the early Greek scientists to the diagrammatic of the twelfth century.

"The Varsity"

GOOD FUTURE FOR AVIATION IN DOMINION

(Continued from page one)

spent and nowhere has there been so much value received by the state in return. A quarter of a billion acres of forest land have been given efficient protection, inventories have been prepared of 50,000 square miles of forest lands by type mapping from the air. A quarter of a million miles of Canadian territory have been photographed and mapped from the air, fishery protection has been greatly increased on the Pacific Coast, ice conditions in the Hudson Straits are now under serious investigation for the first time, an effort to combat wheat-rust is being made from the air and, in addition, there has been a great increase in transportation of men and material in the remote parts of Canada.

Our telegraph system, telephone system, electricity and other public utilities compare favorably with those of other countries and we can't afford to sit still in Canada and let the United States forge ahead in new fields of aviation such as the air mail. We have to get into the new fields of ordinary transportation starting with air mail, then freight and when flying has become safe to a marked extent, to take up passenger transport. When the matter of air mail was first looked into, it was thought advisable to wait a few years and Canada can now commence the building up of her airways with the support and interest of the public.

Air mail service may be divided into two classes. The first is the service to remote districts hitherto without efficient mail service. For some years authority has been given by the Postmaster General to aircraft operators to carry mail by air and to see their own stickers. A large bulk of mail has been carried under this system in the

new mining districts in Canada, such as the Rouyn, Red Lake, Yukon and Northern Manitoba areas. This winter the Postmaster General has awarded contracts for four regular routes on which the whole of the mail is carried by air. These are, from the railway to the Red Lake district; from the end of steel at Murray Bay to Seven Islands and the scattered communities on the north shore of the St. Lawrence and Anticosti, from Moncton to the Magdalen Islands and from Leamington to Belle Isle. These services are now in operation despite the difficulties and severe weather, they have made a good start.

The benefit of such services to isolated communities are great. The Magdalen Islands, for instance, are having the first winter mails they have ever had in their history. Other communities similarly situated may be served efficiently and relatively cheap in the same way. As time goes on such services will become a normal part of the postal service of Canada. Such services are not expensive to run. The alternative is an occasional service by team or dog sleigh or by canoe in summer time. They do not call for regular schedule daily service or night flying. Ground preparations need not be extensive as occasional delays are not of vital importance and fine weather may be waited for.

The operation of express mail service between the main centres is quite a different matter. There is the competition of the railway services. Speed and certainty in delivery are essential. Services must be run at night, otherwise the advantages over the train service disappears. Success depends largely on efficient ground preparation, lighting of the route, meteorological reports and good communications. The cost of such equipment is very considerable and the aircraft used must be of the latest and most efficient type.

Costs vary greatly with conditions. No general figure is applicable but each case must be treated separately. As an example, taking a modern 200 H.P. commercial aircraft operating six days a week over a naturally easy country such as our western prairies, an 800 mile route each way each day, we get a figure of around 65 cents a mile or \$1.80 per ton mile. Eight hundred miles a day for 300 days gives an annual operating charge of say, \$300,000. A steady load factor is of greatest importance in the computation of costs. Such calculations do not include ground services.

This summer the Post Office will run a service to hasten incoming and outgoing trans-Atlantic mails. In experimental tests it was found that from 24 to 48 hours were saved in delivery to points such as Montreal, Ottawa, Toronto, Winnipeg and the west in the case of incoming mails. In the case of outgoing mails, letters received in Montreal after the sailing of the ship and delivered to her by air at Quebec or Rimouski, showed a saving of three to four days in Great Britain. This service will probably be run twice a week and probably to Toronto and Ottawa.

The possibility of a trans-Canada airway divides itself into four sections—the mountains, the prairie, the Laurentian throughout Ontario to Montreal and the Eastern division. Work is already in hand on the eastern section. The prairie is the simplest and should be tackled next, leaving the more difficult Laurentian and mountain sections to be developed later.

Traffic returns for the last few years show remarkable increases. Within two years there has been an increase of 300 per cent. in the number of hours flown, from 4691 hours in 1925 to 12,676 hours in 1927. In 1925, passengers carried numbered 4957 and last year 15,567. Freight carried in 1925 weighed 592,230 lbs. and in 1927, 1,698,240. As for mails, 1980 lbs. were carried in 1925 and 14,684 in 1927. Another sign of the development of aviation in Canada is the demand for aircraft. Canadian Vickers have been taxed to keep up with their orders and are extending their shops. The De Havilland Company as well as the Wright Aeronautical Corporation have established branches in Canada. All along the line, we are having tremendous progress. Prophecy is always dangerous and the accomplished facts are the best indications of the great possibilities of commercial flying in the Dominion.

Among the large number who attended the lecture were several professors including Dr. Day, Prof. Thompson, Prof. Goforth, Prof. Sugars and also Col. Bovey, G. J. M. Stark was in the chair and introduced the speaker. Jack Little moved a vote of thanks.

She was a sweet young thing and taking care of the house while her mother was away for a week's vacation. She didn't know about some things. When the grocery boy called she told him, "Your eggs were very small yesterday."

He said, "I'm sure I don't know why."

She suggested, "Well, maybe the farmer took them out of the nest too soon."

—Ex.

"Did you see anyone you knew at the dance?"

"Oh yes, I ran into all of my friends."

—Ex.

PLANKS GIVEN OF CANDIDATES FOR PRESIDENT

(Continued from page one)

much debated Book Exchange, having originated the idea and taken it as my platform for the Arts elections. This promise having been fulfilled it will be my duty to see that, now it has been sanctioned by the Council, the scheme will receive the attention that is due to it.

Perhaps it is not realised by all students that the relations between the Students' Council and the Athletic Board are not as harmonious as is thought. The President of the Council is the connecting link between the two and may serve to promote a closer bond. It may be remembered that last fall there was some protest by the Council re the students' tickets at the Stadium for the rugby games, which was dealt with by the Board in a manner which practically overlooked the students' claim. If it is a college game surely the students should have their seats retained.

Again the relations have come to head over the question of the Rowing Club. This club uses a room in the basement of the Union for which, like all other institutions using rooms, there is rent. At present the Athletic Board has made no definite statement as to its relations or responsibility to the club, and meanwhile the Union House is the poorer by \$100, which would help with its accounts as the Union yearly faces a loss.

And not the least of the matters common to both the Board and Council is the great need for a gymnasium. To keep this before both bodies is indeed a necessity.

These matters are those which bear most directly upon the students as a body. If it is pleasure of the students to elect me to this office I shall do my utmost to fulfill my platform as I have done in the past, and to treat all matters relative to the student executive in an impartial and tolerant manner.

Biography

H. Paul Melanson—Born Moncton N.B. July 3, 1902. Preliminary education at St. Joseph's College N.B. St. Michaels Toronto. Entered McGill 1921. Graduated B.A. class Arts '25. Engaged in class and intercollegiate athletics and held various class offices. Entered Medical School a class Med '29—Pres. 1st year of Med '29—Intercollegiate hockey—Executive Med Dinner and Dance—Med. representative Students Council '27-'28—Chairman Alma Mater Committee '28.

Platform

Many programs have in the past been submitted by candidates for Presidential election which have been difficult to fulfill due to the limited power of the Chair in seeing that they are acted upon. Realizing that this limitation would also apply to me, I only submit this platform as my sincere solution of some of our problems, and will as far as possible endeavour to further them.

1.—That there be an Executive Committee to investigate the whole system of elections to student executive positions or to determine the best method of composing the Executive Council so that the most representative man from each Faculty be elected to sit on this Council.

2.—That there be a more intimate association of the individual student with the affairs of the Students' Executive Council, through the medium of their faculty representative. This should be done by that member making a full report on the activities of the Council to his Undergraduate Society at their regular meetings, so as to stimulate greater interest in the affairs of both that society and in the student affairs at large.

This I favor because there is now insufficient interest shown in these Faculty meetings, as demonstrated by their poor attendance and their all too infrequent assemblies. Further, there is a flagrant lack of interest shown in the Council work by the individual student, who in many cases does not know the principles of student government nor the policies being enacted for them by their Executive Council.

If this renewed interest were manifested the man elected to represent his faculty would be capable of informing his lecturers of progress or otherwise in the Council and would be in

position to express to that body his Faculty views on any matter.

The policy of centralization of all these bodies now subsidiary to the Council has not in all cases proven to be of value to those societies, because although the principal is a good one the Council is handicapped by lack of first-hand information regarding their difficulties—he whosever is to blame—A thorough investigation into the needs of these bodies should be made for the purpose of sponsoring their principles and enabling them to exert their individuality—as well as arriving at a true solution to overcome their financial difficulties.

I am strongly in favor of an open investigation by the Union House Committee appointed by the Council to thoroughly go into the matter of the Cafeteria—and to determine whether the present policy as enacted, shall be continued or whether a change for the better can be made—This matter has been a political foot ball for many sessions and I feel that if the matter be entered into with a sincere desire to reach a solution, such can be attained—which will be of greatest service to the students.

To conclude If elected I will preside over the Council with justice and impartiality—and endeavor in every way possible to strengthen the position of the Council as the representative of the undergraduate body.

Biography

Wallace I. Whitehead, born Farnham, Que. July 27th 1901. Preparatory schools Sherbrooke High and West Hill High Schools. Entered McGill in 1922 with class of Arts '26. Course in Arts and Dentistry.

Activities: '24-'25—Interclass Hockey Manager, Rowing Club Executive, Old Scouts Club Executive.

'25-'26—Pres. Dentistry '29. Dental Undergraduate Society Executive, Dental Dance Committee, Manager Interclass Hockey, Rowing Club Executive.

'26-'27—President Dentistry '29, Secretary-Treas. Dental Undergraduate Society, Dental Dance Committee, Dental Banquet Committee, Vice-President Eastern Section C.I.H.U., Manager Intermediate Hockey, Scarlet Key Society, Manager Interclass Hockey, Secretary-Treas. Old Scouts Club.

'27-'28—Manager Senior Hockey, Vice-President C.I.H.U., Athletic Editor McGill Annual '29, Chairman Junior Prom Committee '29, Scarlet Key Society, Vice-President Dental Undergraduate Society, President Dentistry '29, Dentistry representative on the Council.

Platform

If elected to this responsible office, I will work for the common good of the student body, and specifically, carry out the following:

1.—The maintenance of impartiality towards all sections and groups of the student body.

2.—The introduction of such a system in the Union Cafeteria as to make it attractive to the greatest possible number of students.

3.—The establishment of a closer connection and a better understanding between the Athletic Board and the Students' Society.

4.—The expansion of the proposed "book exchange" recently sanctioned by the Students' Council so that it may ultimately become a University Book Store, where students may purchase all textbooks at greatly reduced prices.

5.—The establishment and maintenance of a bureau the purpose of which will be to compile lists of suitable lodging quarters, for the benefit of new students at the university.

6.—The maintenance of the present universal fee for athletics and undergraduate activities.

7.—The fostering and the recognition of the efforts of associations and societies, such as the Choral and Operatic Society and the Players Club, whose activities are of educational value to the Student body.

8.—The maintenance of the attention of graduates and undergraduates in the ever-increasing need of the University for a gymnasium.

"I understand that your daughter has been quite successful in the movies."

"Well, she's had a few Hottentots, three husbands, four jewel robberies, a couple of ailments of affection, and she may get a real pretty soon."

FINDS RACINE DARK AND GLOOMY AUTHOR

Speaker Emphasises French Playwrights Strictness

"Racine belongs to the same great tradition as Milton, Shakespeare and Dante," said Professor Will in his lecture on the great French playwright at Varsity recently. Like Milton, Racine was a great master of form. Milton perhaps exaggerated the idea of gravity. Racine perhaps that of strictness. By the time he stopped writing for the stage, he had produced ten great dramatic tragedies. "Athalia," the last, was considered to be one of the jewels of the French stage. Racine stopped writing at the height of his power. The mystery of this sudden cessation has never been explained. One answer is that he was discouraged by the intrigues and cabals which arose around him. Another is that he sacrificed his art to ambition. Neither of these answers is satisfactory. Racine gave up stage writing with great reluctance. The only answer which fits the case is that Racine could not reconcile theatrical art with religion. Perhaps his abandonment of the theatre was the result of the tragedy of human life.

The world of Racine's creation was dark with gloom and passion. He represented a world racked by its incessant pain. His character's desires and wishes were pitched in a higher key than those of other men. Their greatness was strained until it became weakness. They struck in the interest of the ideals, although in some cases they failed to strike, because of some inherent refinement or weakness. In other cases the tragic effect was the same. "Andromaque" is an example of this. The good and bad were alike involved in a mysterious effort to purge themselves of an unknown evil.

There are only two cases of poetic justice in Racine, in the plays "Andromaque" and "Iphigene". Chance played its malignant tricks in Racine as in Shakespeare.

Racine went a long way in finding the lowest measure of humanity. He searched the depths of men's hearts, and revealed passions in their most elemental forms.

Racine forgot the question of the unities in his conception of tragedy. His triumph over them delighted his friends and exasperated his enemies. His conception of life and character dominated the dramatic and the poetic.

DRUMMOND & CO. LTD.

McGill Building
Wholesale and Retail
COAL MERCHANTS
Suppliers of Scotch, Welsh and American Anthracite
MAIN 6521

Now
"Gentlemen Prefer Blondes"
by Anita Loos
— On the Stage —
THE JOHN MURPHY CO.
SPRING FASHION REVUE.

IMPERIAL THIS WEEK

This is
"MYSTERY WEEK"
at this theatre and is offered by the management to the patrons as an opportunity of democratizing their knowledge of motion picture and vaudeville.
The regular 6 B. F. Keith-Albee vaudeville acts will be presented and a First National Picture.

elements of his work. His technique is technique pressed to its limit. According to his theory there was no need for blood and slaughter for a dramatic effect. This is exemplified in "Berenice". His plays are conformed to the same ideal of probability and simplicity. The plays were stripped of all incident except what was necessary to depict passion.

His character, under the influence of emotion, spoke in the simplest speech, the speech of the every-day world.
The mystery in the plays of Racine was not the end of man, but the suffering of man. He revealed the aching hearts and weary brains of his characters with the utmost skill. He was incomparable in depicting the epic backgrounds of his dramas.
"Varsity".

The largest selling quality pencil in the world

17 black degrees 3 copying

VENUS PENCILS

Superlative in quality, the world-famous

gave best service and longest wear.

Main ends, per doz. \$1.00
Rubber ends, per doz. 1.20

American Pencil Co., 215 Fifth Ave., N.Y.

Makers of UNIQUE Thin Lead
Colored Pencils in 12 colors—\$1.00 per doz.

Uttermost Quality Always in Fashion-Craft Clothes



AGAIN
It's Here!

The Greater Value
we promised you!

OKO

(OUR KNOCK OUT)
TRADE MARK REG. U.S.

Worsted Suits
Tailored by FASHION-CRAFT

\$34.50

Lively styles for young men, fresh business-like styles for the middle-aged, and conservative styles for the elderly—and each the very latest.

10% Discount To All Students

WEST END SHOP

FASHION-CRAFT

463 St. Catherine West

WALTER GILPIN, Manager

A Lecture Recital

of

English Folk Songs & Ballads

by

Mrs. May Elliott Hobbs M. B. E.

will be given on

THURSDAY AT 5 P. M.

ADMISSION FREE TO ALL STUDENTS AND FACULTY.

Place to be announced tomorrow.

The Tea Hour

LEONARD RUBIN

Piano

CLARENCE VOSBERG

Banjo

HERB MASSON

Saxophone

A SNAPPY TRIO



TWENTY DON'TS GIVEN FOR COLLEGE COEDS

Men in Cincinnati University Give Advice

"Young ladies, toe this line!"
"You won't listen to your mothers, but you'll have to listen to us, if you expect us to take you around."

Certain men on the University of Cincinnati campus have drawn up a list of "don'ts for girls" as measures of self-defence.

Here they are, all 20 of them:
"Don't gush over other girls and kiss them every time you meet—that's a man's work."

"Don't look over our shoulder to read our newspaper. Go buy one—they only cost a few cents."

"Don't say you 'just adore' any girl who is your rival. Nobody is deceived by sham sweetness."

"Don't accept an invitation to have a sandwich and then order a whole meal."

"Don't have a nasal voice."

"Don't wear your hat on the back of your head."

"Don't keep us waiting more than a half hour, especially when a to-be-paid-for chair awaits without."

"Don't be avidly interested in the things you say shock you."

"Don't fix our ties and touch our sleeves while you talk to us."

"On the way to a picture show, don't rave about what a wonderful musical comedy is in town."

"Don't say you are reducing—and then eat everything in sight."

"Don't let your nose shine, and don't powder it in public."

"Don't tell us all about how your grade should have been so and so, but the prof. only gave you so and so."

"Don't ask us whether or not to let your hair grow."

"Don't grieve at a beautiful and serious moment in a play just because you can't understand it."

"Don't be afraid to accept a date at the last minute, especially when you really want it. We know we're supposed to think you're popular."

"Don't think that even if you mind all these rules, you'll come up to specifications. We each have our private list of 'what girls should do'."

"Don't pose your cigarette gracefully and then puff the smoke out before you have time to taste it."

"Say everything is 'cute' if you must, but if you love us, don't be facetious and say everything is 'klute'."

"Don't explain that you know it's bad form, but that you just like to chew gum anyway."

—Varsity

MARCO POLO AND JENGHIS KHAN, TOPICS

(Continued from page one)

great hardship. The Khan waged this war with great cruelty. In 1221, after a hard struggle, the great empire of the Shah's was finally subdued. Jenghis Khan treated the conquered in a very kind manner. He realized that he was growing old. He urged his successors to live up to his code which embodied as main points, obedience to the Khan, a binding together of the nomad clans and the merciless punishment of wrongdoing. Jenghis Khan died in 1227, and was buried in his native valleys. Truly was he named the Master of Thrones and Crowns, the Perfect Warrior.

The second paper was delivered by A. Stair Watt.

The speaker first outlined the manner in which Kublai Khan built up his great Mongolian realm, after his accession in the year 1260. He then told how Nicolo and Matteo Polo, jewel merchants of Venice, came to visit the Khan's Empire, and of the tremendous impression its wealth made upon them. What impressed the Khan most in the accounts of Eastern civilization told him by the Polos, were the references to the Pope and the Christian religion. He decided to send the Polos as ambassadors to the Pope asking that potentate to send to his court 100 theologians to demonstrate to the Mongols that the Christian faith was superior to all other beliefs.

When Nicolo Polo reached Venice, for the first time he saw his fifteen year old son, Marco Polo. This youth accompanied his parent on the return journey to the court of the Great Khan. We get a description of the places through which they passed in Marco Polo's book. The one hundred theologians appointed by the Pope dropped out at an early stage in the journey and the Polos were left to continue their journey alone.

The Grand Khan took a great liking to young Marco and entrusted him with many important commissions. In his book, Marco Polo gives us an interesting account of many peculiar customs of the Great Khan's people. For the most part it deals with life at the imperial court. Evidently the time spent at Kublai's court as one of the most enjoyable periods in the life of Polo. However, since the Khan was growing old, and the safety of the

Correspondence

The Editor,
McGill Daily,
Dear Sir:—

On consulting the Students Directory I find that I am still in Architecture '32 and not in Commerce '29 as Monday's Daily would have me.

It is possible that I may enter Commerce next year, but that is for the "Department of Architecture" to decide this year!

Hoping that you will correct this slight error, I remain,

Your's truly,

"Robert John Pratt, Arch. '32"

The Editor,
McGill Daily,
Dear Sir:—

May I make use of your valuable column to publish an important request? At the Saturday night performance of the Red and White Revue a certain student forgot himself so far as to throw a tomato onto the stage. I do not know if he is yet aware of the fact, but his untimely weapon struck one of the ladies and, unhappily, she was hurt quite badly and felt the effects of her assault for some time. I am writing to earnestly beg the student who threw the object, to come forward and frankly confess his guilt to any member of the Revue Producing Committee. Unfortunately, I am able to identify the person in question, and if he does not own up himself, I will be obliged to expose him to the eyes of the University. This is a most painful duty, and it will be much against my will if I am forced to do it. Therefore, I beg of the boy to own up, and thereby free me from a very embarrassing position. I can safely assure him that he will be dealt with most leniently, and will be regarded much more manly than if he remains silent.

Thanking you for your valuable space,

Sincerely yours,

J.A.C.

Polos depended on his protection, the latter decided to return to Venice.

The Khan as unwilling that they should leave and, but for a turn of fortune, they might have had difficulty getting away. However, they were chosen to escort a Mongolian princess to the court of the Shah of Persia, whom she was to wed.

On his return to Venice, Marco Polo was called upon, again and again to repeat the story of his travels. His adventures were not yet over, however. He was taken prisoner while fighting against Genoa. He was imprisoned along with a young French writer. People thronged to the prison to hear his story, and, at the Frenchman's suggestion, Polo dictated his story to the latter. It was written originally in French, but became so popular that it was eventually published in every other European tongue.

Polo was released from prison within a year, and the remainder of his life proved uneventful. His death occurred in 1324.

The speaker devoted the latter part of his paper to a consideration of the book written by Marco Polo. His principal object in writing the book was to discover to the trading classes of Europe the great sources of wealth in the east. Polo's "Book of Diversities" was also consulted by explorers, Christopher Columbus and Prince Henry the Navigator both had copies of the work. Even if the book was not much use in showing the way to pioneers of the seaward movement, just the same it influenced that movement.

"The Book of Diversities set a golden goal before the eyes of those merchant adventurers who were to bring the world under the dominion of the West."

Mother: What is this poor reports hear about my little pet swearing at the Sunday School teacher?

Tommy: Who told you such a story, Mother dearest?

Mother: Oh, just a little bird.

Tommy: Oh, hell, I'll bet it was one of those darned Mexican parrots.

—Ex

Stage: Did you see the acrobat skin the cat in the first act?

Hand: Ah! So that's where his wife got that new fur neck piece!

—Ex

PERNICIOUS ANEMIA NOT HOPELESS NOW

Discovery of Liver Extract Said to be Cure

(By Exchange Service)

The announcement is made by the Connaught Laboratories at Toronto University that a limited regular distribution of liver extract for the treatment of pernicious anemia is being commenced. The extract is being distributed in the form of a solution for administration by mouth.

Production of this was taken up by most medical research schools of medicine following the discovery of the liver extract by Dr. George B. Minot and Dr. William P. Murphy and E. G. Cohn, chemist, of the Harvard Medical School in 1926 and 1927. In April, 1927, they made the announcement that at last they had found a "cure" for this dread disease which is the affliction of almost as many people as suffer from diabetes.

"Pernicious anemia is no longer the hopeless disease it used to be," was the announcement of the Harvard Medical School experimenters, who said at that time that striking improvement was shown in three weeks after one of their patients had taken the powder.

How the eating of liver changes the condition of pernicious anemia patients was shown to the doctors visiting the Canadian Medical Association meeting by Dr. Duncan Graham in June last year, when he actually produced patients who were making recoveries.

One exceptional case cited by Dr. Graham was that of a man with an overseas record who was only 34 years of age. Most pernicious anemia cases are over 40 when they take the disease. This man, who had entered the hospital in June, 1926, had practically made a recovery to normal in one month. His hemoglobin (red blood cells) count had increased from 42 per cent. to 68 per cent. In the autumn it had advanced to 102, practically normal. The man walked into the clinic showing every sign of vigorous health.

"The Varsity"

FRENCH WILL RULE EASTERN CANADA SOON

(Continued from page one)

H. Young stated that the expansion was from the centre in terms of concentric circles. The intense population around the northeast and southwest shores of the St. Lawrence river valley exemplified this. The expansion in the Province of Quebec is due to the fact that the French Canadians have a very high birth rate and a lower standing of living conditions than their English speaking neighbours. In 1925 Quebec had a birth rate of 33 per thousand and Ontario 22 per thousand. The French Canadians have probably the highest birth rate figures in the world.

Under the seasonal migration of labor pattern the ebb and flow of the French Canadians from Quebec to Ontario and the United States were discussed. The saw-mills and mines of Ontario attracted many French Canadians to that province. The New England States have also benefited by an influx of French Canadians and they

Notices

Notices must be legibly written on one side of the paper only and must be in the McGill Daily office before eight o'clock on the night previous to publication. Brevity is essential. Under no circumstances will notices be accepted over the telephone.

TRACK PRACTICES

Those wishing to compete in the Indoor Meet on March 24th may now practice at Montreal High Gym. on Tuesdays and Thursdays at 5 o'clock. There are to be inter-faculty as well as open events. Watch for further notices.

MCGILL UNIVERSITY

EXTRA-MURAL COURSE

Language:—An introduction to Linguistics.

3—Writing and Spelling in Relation to Speech—Thurs. Mar. 15th.

4—Language Families and Nationality—Thurs. Mar. 22nd.

5—Language of Tomorrow—Thurs. Mar. 29th.

Lecturer: C. H. Carruthers, Associate Professor of Classics, Lecturer in Philology, Room 44, Arts Building, 5 p.m. Admission free.

EMPLOYMENT

The following men are requested to report to Miss Hensley without delay. Please comply with this request or your name will be removed from the list at the Bureau of Appointments. Alan B. Love, Donald Doberer, Russell B. Call, John A. Reilly, Edgar A. Rey, Wm D. Gunn, John D. T. Alexander, George G. Armitage and Alfred H. Cooper.

POLITICAL ECONOMY CLUB

Annual elections for the 1928-1929 executive will take place in Room 44 of the Arts Building at one o'clock sharp today, March 14th. All students in economics and political science are eligible to vote in these elections. Candidates must be taking the full Honor Course in Economics and Political Science.

INTERMEDIATE BASKETBALL

NOTICE

Everyone is requested to be on hand at the North Branch "Y" on Thursday

are to be found in large numbers in all the small towns in that district.

In discussing the rural to urban pattern it was shown that the migration to the States was largely an urban movement. The rural to urban pattern was also a great factor in the expansion of the French Canadians. Urban centres make for expansion but it must be remembered that cities have grown because they have depopulated the rural areas.

The colonization pattern is greatly responsible for the spreading of French Canadians over the provinces of Quebec and Ontario. In Quebec an area is colonized by method of the group settlement. Colonization in the Province of Quebec is a state institution carried on in co-operation with the church.

"What's plural for whim?"

"Whim en."

—Ex

evening at 7.45. The game is to take place at 8.15 p.m. Although this game has no bearing on the Championship it will be a good practise for Saturday night's championship game with Sun Life.

The following men will please turn out, Church, Calhoun, Mills, Galbraith, Crain, Feigenbaum, Halpenny, Addie and Covshoff.

OPERATIC AND CHORAL SOCIETY

All members please be out for the general meeting this evening at 8.00 o'clock in Strathcona Hall. Voting on Amendments to the Constitution, and election of officers will take place.

IMPORTANT — Everyone please bring a list of the people to whom they sold tickets and return their copies of Iolanthe.

There will be dancing after the meeting.

ENGLISH RUGBY

All equipment must be handed in either to the porter at the Union or to the manager by Thursday.

GYM CLUB

Please return all equipment to the manager as soon as possible and return your locker to Mr. MacLae at the Montreal High.

LEAGUE OF NATIONS CLUB

The last meeting of this club this session will take place on Sunday, March 18th in Strathcona Hall at 7.00 p.m. Mr. P. F. Foran will deliver a paper on "The Recent Pan-American Congress". All interested are invited to attend.

ARTS '30

An Arts '30 informal dinner will be held on Thursday March 22 at Krausmanns Lorraine Cafe. Tickets may be purchased from class president Robb McDonald and various other members of the class executive.

CHEMISTRY COLLOQUIUM

Mr. A. C. Hill is to be the speaker at the colloquium being held at five o'clock today in the Chemistry Building.

Mr. Hill will introduce for discussion the subject of "The Chemistry of the Ketolytic Reaction." An interesting hour is expected and visitors will be made welcome.

M. W. S.

The McGill Indoor Rifle Association is holding the annual R.V.C. match on Saturday, March 17th at 2 p.m. in the Montreal High School Rifle Range.

Lists are up in R.V.C. and the Arts Building.

Everyone sign up at once. It does not matter whether or not you have shot before. Sign up immediately and have some fun.

WOMEN STUDENTS

All those who wish to hear more about the proposed historical club please try to be in the R.V.C. Common Room at 1.30 on Thursday, March 15th. If you cannot come to this meeting please communicate with D. J. Ross or B. Fernyhough, R.V.C. '30 or Gwen Roberts, R.V.C. '29.

LOST AND FOUND

LOST

Yellow exercise book containing English 10 notes (English Novel) Name of Miss Dorothy Jacobs on cover.

Kindly return to Bill Gentleman's office.

LOST

A gold trimmed fountain pen with initials E. L. B. engraved, last Tuesday in Arts Building. Finder please leave with Bill Gentleman, or phone Plat. 0919. Reward.

LOST

Lost in the residence cloak room of R.V.C., a pair of horn-rimmed glasses in a brown case. Finder please leave with hall porter of R.V.C.

FOUND

In the Union Lounge, "Pharmacology and Therapeutics or Action of Drugs by Cushny," owner please call in the Billiard Room for same.

TIMES change — so do fashions. The Derby has come in, furs have gone out, wearing apparel changes — but one fashion does not change, that is the fashion of eating daily in the

U N I O N CAFETERIA

POWTER'S PROMPT & PUNCTUAL PRINTERY Limited

All that the name implies SERVICE

POSTERS, SHOW CARDS, COMMERCIAL PRINTING, RUSH JOBS OUR DELIGHT

511 ST. JOHN STREET Main 2284.

NEW SPRING SUITS

10% Discount to McGill Men



CLOTHIER'S

TWO and three button single breasted models, and double breasted—snug at the waist and building up toward the shoulders.

Excellent fabrics, greys, blues, tans. Smart stripes, new weaves, a host of new things—styles for Men and Young Men.

\$25. to \$45.

Made to Measure a little higher.

Wm. M. Langille

1427 McGill College Ave.

CONCERT MCGILL UNIVERSITY BAND MOYSE HALL

TUESDAY, MARCH 20, 8.30 P.M.

Admission free to students.

Arts Juniors!

There are still about one dozen Arts Juniors who have not subscribed to the Annual of 1929. There is a list in Mr. Gentleman's office in the Arts Building for your convenience. Sign it today! This applies to the other years as well.